

# The Southern Sociologist

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## From the President, Beth Rubin

### “Time it is and time it was, and what a time it was” (Simon and Garfunkel)

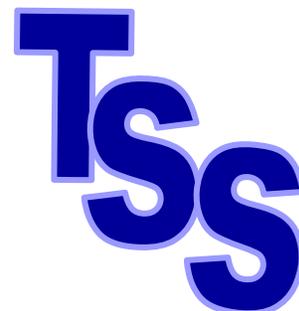
In my first column in *TSS*, I want to provide kudos to those who deserve it, welcome the new officers of SSS, and inform the membership about the 2012 meetings in New Orleans! First, the Jacksonville meetings were a resounding success! They were the most well attended of any off-site meetings, included exciting sessions and speakers, intellectually engaging mini-conferences, and the types of interactions among faculty, graduate, and undergraduate students that make us such an amazing community. President Vincent Roscigno, Vice President Catherine Zimmer, Program Chair William Danaher, and Local Arrangements Chair Jeff Will put together a fabulous program in a lovely setting...membership is still buzzing about what a terrific meeting and time it was.

Stephanie Bohon served her fourth year as SSS Secretary-Treasurer and continues to manage the society and the Annual meetings with her wit and sound judgment. I have already learned that she is the “go to” person who understands not only many of the challenges we face but what to do about them. Her counsel is invaluable to the organization, and we are more than lucky to have her. Even though he has, while we were in Jacksonville, become the proud father of a baby girl (see picture on page 21), James Maples, graduate student at the University of Tennessee, Knox-

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## FROM THE PRESIDENT,

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ville, has continued to assist Stephanie and all of us. Besides assisting Stephanie with managing the affairs of the association throughout the year James continues to upgrade our webpage and now administers our SSS Facebook page. Look for posts, updates, discussion, news and, later, information about the meetings in close to real time!

I also want to thank David Brunsma who completed his first year as Recording Secretary for the SSS. This job is demanding, and David performed it perfectly. The recording secretary, along with the Secretary-Treasurer, really serves to keep the institutional memory accurate and to keep track of organizational details and changes. I have also already learned that I can count on David, and he deserves deep gratitude for taking this task on selflessly. Similarly, Bob Freymeyer of Presbyterian College has again generously agreed to continue his excellent job of producing *The Southern Sociologist*.

I am happy to congratulate and welcome enthusiastically the newly elected officials of the Society: President-Elect Donald Tomaskovic-Devey (University of Massachusetts); Vice-President Elect: William Danaher (College of Charleston); Executive Committee Members: Sheila Cotton (University of Alabama-Birmingham) and Linda Renzulli (University of Georgia); Publications Committee Members: Gayle Kaufman (Davidson College), Steve McDonald (NC State), and Elizabeth Gorman (University of Virginia). I look forward to working with all of them and all of the newly appointed, and returning, SSS committee members and chairs in this coming year. While the Jacksonville meetings are over, the excitement and energy they generated are not; and I encourage everyone to bring that excitement, energy and vision forward to our return to New Orleans in 2012! I am so excited to return to New Orleans as it continues to recover, not only from Katrina but also from the BP oil spill. I can assure you, though, that it is recovering. We will meet again at the Monteleone, now refurbished and upgraded. I am thrilled to return to my beloved city, and I hope you are as well. New Orleans still needs us!

The theme for the 2012 meeting will be *Shifting Social Contracts*. I have chosen this theme because it is a “big tent,” and because it has occupied my thinking for some time and has increasingly done so in recent years. When I think and write about social contracts, I am thinking about the broad set of shared normative expectations that structure social life; I’m also thinking of their institutional manifestations. From the most macro-level of geo-politics to the micro level of interactional norms, we are in a period in which many of those understandings and the institutional structures they support and that support them are in flux. Some are under attack. I think this theme captures change and challenge at every level of social life. Whether we look at the most macro-global level and try to understand the shifting political-economic-social structures of the Middle-East (and our relationship with the region), or the challenge/attack on public sector unions in Florida (a right-to-work state) as well as the former union strongholds of Ohio, Wisconsin, and Michigan, we see a dramatic renegotiation of long-held relationships, under-

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## FROM THE PRESIDENT,

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standings and alliances. Families continue to struggle with changing gender structures in a restructured economy and changing expectations about paid and unpaid work. In education we see changing public support of public educational institutions and the possible racial resegregation of schools, among other things. In politics, a realm most closely tied to theories of “the social contract,” we see the largest struggle over definitions of the role of the state since the post-World War II period. These shifts incorporate the relationships between work efforts and rewards, patterns of job growth, and income inequality and the school-labor market linkage. So too, we wrestle with rapidly changing technologies and try to untangle the tradeoffs and tensions between surveillance, privacy, and democratized dissemination of knowledge. Wherever I look, I see that these social contracts are shifting. At a more micro level, consider how we understand the role of professionals. In my conversations with NSF program officers (and my own experiences), journal editors, and department chairs, a recurring theme is the shift from professional norms of peer review and reciprocity to self-maximizing utility. Conversations are increasingly mediated by technologies and how, when, and where people engage in interaction is shifting as well.

Despite many of these examples, it is also clear that many of these shifts are positive, liberating, and exhilarating: greater equality, our first African-American president, the destruction of long-standing autocracies. In others, it is devastating, increasing people’s vulnerability, despite their conformity to prevailing norms about structuring a life course. I see this theme as embracing all subfields in our discipline—I hope it is one that resonates with the membership. I am so excited to see/read/hear what sorts of dialogue, research, and ideas come out of our community as we seek not only to understand and explain these shifts, their causes and consequences, but also to use our sociological imaginations and research to provide guidance through them. I hope everyone will start thinking now about how to engage with this topic.

My excitement about the meetings in New Orleans comes from my enthusiasm for engaging this theme with the wonderful community of scholars that we are. It also comes from having the opportunity to work with so many really smart, hardworking, and fabulous colleagues. My program co-chairs are Stephanie Moller and Elizabeth Stearns (both at UNC-Charlotte), and the Chair of local arrangements is Susan Falter Mennino (Loyola University). As a former resident of New Orleans, I think it most fitting that the Chair of local arrangements is also Queen of



Tucks! (For those not familiar with that organization see <http://www.kreweoftucks.com/>). These three women are incredibly smart, creative and already have demonstrated their energy and enthusiasm for creating another outstanding conference. I also am incredibly grateful and excited that George Wilson is continuing as Chair of the Membership Committee; look forward to an important survey of the membership from him.

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## FROM THE PRESIDENT,

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Stephanie, Elizabeth, and I have been developing what I think will be another engaging and invigorating program. The mini-conferences were an incredible success, and we are planning to repeat that effort. They brought in scholars who have previously not attended SSS meetings and created ongoing discussions that continued throughout the meeting. Again, one will be on *Work, Inequality, and Shifting Social Contracts*, another, likely co-sponsored by SWS-South and the Committee on the Status of Women, will be on *Gender and Families Negotiating Shifting Social Contracts*. We will also engage the meeting theme through author-meets-critics sessions and a Plenary Panel debate among other exciting program offerings. Other “shifts” are coming too. We’re envisioning some new ways to integrate and mentor graduate students through “research incubator sessions” that will match graduate students with a research mentor at a new kind of round-table—details to come. And here’s an early “head’s up!” The submission deadline will return to the earlier date of *October 15<sup>th</sup>*, and we are going to ask for somewhat longer, more structured abstracts (more to come in the call for papers). The theoretical sophistication and rich analysis of research presentations in Jacksonville was inspiring. To ensure that we maintain this quality in New Orleans, we are slightly changing our abstract submission guidelines, a strategy that conforms to those of many other professional associations. Finally, I am really enthusiastic about conversations within the Executive Committee. They have been hard at work contemplating starting our own new journal while simultaneously maintaining a positive and continued relationship with *Social Forces*. The “shifts” in the world of publishing make this long-held idea far more plausible! Expect to hear more and be invited into this discussion. I’ll keep everyone posted on the Facebook page (<http://www.facebook.com/group.php?gid=116988724990075>).

Finally, I want to repeat something I said at my first executive committee meeting: we have the most amazing professional association of which I am a member. The sense of community is strong, and I hope I can make it stronger. The willingness and generosity of individuals to work on behalf of this community astounds me, and I am deeply grateful for everyone’s willingness to serve this society. Our collective efforts will make New Orleans in 2012 not-to-be missed! So keep in touch and so will I!

Beth A. Rubin  
University of North Carolina-Charlotte

### Message from the Executive Committee

Quite likely some of our colleagues have been affected by the terrible tornadoes that came through the South recently. The members of the Executive Committee would like to determine who they are and how they have been affected so that the committee might similarly determine a way to help. David Brunσμα ([brunsmad@missouri.edu](mailto:brunsmad@missouri.edu)) has graciously offered to collect and collate information via e-mail (NOT the listserve). The committee wants to know who, what sorts of issues, losses, etc. they have experienced. If you have been affected, or know of anyone who has, please send that information on to David.

## Spring 2011 SSS Meeting

The 2011 Annual Meeting of the Southern Sociological Society had over 700 registrants; in fact, more people registered for this meeting than any previous “off-site” location. The Hyatt Regency Jacksonville provided a welcoming venue for the meeting. The Program Committee led by Bill Dahaher, College of Charleston, produced a diverse and exciting program. Vinnie Roscigno delivered an entertaining and informative Presidential Address on “Power, Revisited.” The mini-conferences on “Work, Power, and Inequality”; “Race and Power”; and “Teaching Sociology” stimulated considerable discussion. Additionally, Eduardo Bonilla-Silva, Barbara Risman, and Eric Olin Wright spoke to standing room only audiences in the three Presidential Plenaries.

Eduardo Bonilla-Silva presents a plenary address.



Patricia Yancey Martin and Ida Harper Simpson delivers their “Reflections.”



# 2011 SSS Awards

## Distinguished Lecturer Award.

**Larry Isaac**, Vanderbilt University, received the 2011 Distinguished Lecturer Award. Dr. Isaac delivered his lecture "'Music City' as 'Movement City': Special Places of Nashville in the Southern Civil Rights Movement" at the annual meeting as well as at Flagler College, the University of South Alabama, and the University of North Carolina- Charlotte.



## Roll of Honor

Vice President Cathy Zimmer presents a plaque to Norma E. Johnson and Jeh V. Johnson, son of Charles S. Johnson, honoring **Charles S. Johnson** for his addition to the SSS Roll of Honor.

NORTH  
SOUTH  
BRITAIN

# Odum Student Paper Awards

## Undergraduate Award

Toni Calasanti, Awards Committee Chair, presents the Undergraduate Odum Award to **Kristen Warren**, Stetson University, for her paper “New-Cocking and Gunning as Rites of Passage for State Prison Correctional Officers: A Qualitative Analysis of Gendered Work.”



**Ethel Mickey**, Vanderbilt University, received an Honorable Mention for the undergraduate Odum Award for her paper “The Effects of Mass Media on Interpersonal Trust: Newspaper, Television, and Internet,” as did **Toni Nietfeld**, Southwestern University, for her research on “‘Welcome to Hell’: The Role of Framing and Recruitment in Saving Souls.”



# 2011 Annual Meeting a Success



President Vincent Roscigno prepares to deliver his Presidential Address.



Program Chair William Danaher shares information about the program.



Book Exhibit

2011 Annual Meeting



Enjoying the Presidential Reception



Past President President Vincent Roscigno gives new President Beth Rubin the presidential ribbon signifying the transfer of power.

2012  
SSS  
Awards

## Ronald Wimberley to be added to the Roll of Honor

The greatest recognition given by the Southern Sociological Society is an appointment to the Roll of Honor. This award recognizes a career of distinguished intellectual contribution to sociology. Awardees must be members of the Southern Sociological Society (or made significant contributions to Sociology while a member of SSS) and have made stellar contributions to the discipline across their career. **Ronald Wimberley**, North Carolina State University, will be added to the Roll of Honor in 2012.

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## Shirley Laska Named Distinguished Lecturer for 2012

The Southern Sociological Society Distinguished Lectureship Award is presented to a member of the Southern Sociological Society in recognition of his/her excellence as a scholar and lecturer. This award has three key goals. First, it allows the Society to honor one of its distinguished scholar/teachers in a public manner. Second, it allows SSS to provide a much-needed resource to departments that typically lack the resources to bring distinguished scholars to their campuses. Third, it serves to promote SSS. The 2012 recipient of this award is **Shirley Laska**, University of New Orleans.

## New Award Endowed

At the meetings in Jacksonville, Charles U. Smith presented the SSS with an endowment to create the Charles U. Smith award in honor of Lewis Killian and Charles S. Johnson. The award will be given annually to an SSS member with an exceptional record in research coupled with an outstanding record of unpaid community service. The Committee on Honors will be working to create guidelines for award nominations. Questions about this or other awards should be addressed to the Chair of the Committee on Honors, James Wright, at [jwright@mail.ucf.edu](mailto:jwright@mail.ucf.edu). Others interested in making a contribution to this endowment or to the Gomillion Fund can do so by contacting Stephanie Bohon by emailing [sbohon@utk.edu](mailto:sbohon@utk.edu) or calling 865-740-9866.

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# Southern Sociological Society

## Highlight of Report to the Executive Committee Secretary-Treasurer: Stephanie A. Bohon April 8, 2011

### Overview

The Society's fiscal year runs from July 1 to June 30. The books were examined by the firm of Christopher and Grogan, P.C., Certified Public Accountants, and an extract of that report will be published in the Fall 2011 issue of *The Southern Sociologist*.

According to the report, operating revenues of \$98,345 exceeded operating expenses of \$83,731 by \$14,614 for FY 2009-2010. This compares with revenues last year of \$92,807, which exceeded operating expenses of \$88,084 by \$4,723. This year's gain is the third straight year of gain in a longer term trend of gain interrupted by a single year of loss as the result of the unanticipated payment of \$11,907 in attrition charges to the Sheraton Midtown Atlanta in 2007. However, the news is not entirely good. Some of the gain in this period is attributable to a one-time sizeable donation from Duke University for expenses related to Dr. O'Rand's presidency. Also, in the current (2010-2011) period, we are absorbing the costs of a sizeable increase in the cost of *Social Forces* (\$2 increase for student issues and a \$2.50 increase for regular member issues), thus, the Finance Committee anticipates that—in the absence of unforeseen events—expenses will exceed revenues for the current period and the 2011-2012 term.

The fund balance, due to market investments evaluated at the end of the fiscal year, gained \$21,099 following a loss of \$24,137 last year and a loss of \$18,220 the year before that. We had experienced a gain of \$12,695 the year before that, a gain of \$23,900 the year before that, a gain of \$18,121 the year before that and a gain of \$24,695 the year before that. The value of the fund was \$182,164 on June 30, 2010, compared with \$161,065 on July 1, 2009, \$185,202 on July 1, 2008, \$198,070 in 2007, \$185,375 in 2006, \$161,466 in 2005, \$143,345 in 2004, and \$118,696 in 2003. In sum, our fund balance is recovering slowly from the market crash in 2008 but still short of the fund peak in fiscal year 2006-2007.

It is important to note that the fund balance is not all cash, but includes \$8,099 dollars in equipment, net of depreciation. Thus, in cash and marketable securities it is \$177,787. The total value of our assets as of June 30, 2009, was \$151,136. Deducting from those a liability of \$3722 in Katrina Relief Funds collected but not yet dispersed at the time of our audit (which is an increase in liabilities of \$1452 due to royalties from an edited book by David Brunsma), our total balance is \$185,886.

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# Southern Sociological Society

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As of December 31, 2010, the fund balance had \$44085.82 cash in a money market, of which \$9,549.64 is in the audio-visual amortization account and \$9,362.70 is in the computer amortization account. Given current market conditions, growth in this account has been slow (\$4.61 over twelve months), and it is fair to say that we can expect slightly faster but not great growth in this account in the coming year.

In addition, we have \$2014.45 in the Gomillion Fund. The purpose of the Gomillion Fund is to fund the research or outreach work of graduate students engaged in community development projects in black belt communities. The amount in the fund is exactly the same as last year. Because the account has not reached at least \$2500, we have not had this money in an investment account, and we have kept it in a safe (no-fee checking) account because of prevailing market conditions. The Finance Committee examined a range of options put forth by Edward Jones, and we recommend that the Executive Committee authorize the Secretary-Treasurer to invest the Gomillion Fund into an equity unit trust. The proposed trust has a 2.95% sales charge for the investment period (14 months), and is expected to earn 3.7%, thus netting us .75 percent over 14 months. If, at the end of the period, we want to reinvest, the sales charge would drop to 1%. The investment would allow us to potentially grow the fund, albeit at a slow rate. Furthermore, we could add additional donations to the fund (and account for them separately), which would make it potentially more lucrative. This strategy should be balanced against the possibility of losing money and the loss of flexibility regarding when this fund could be used.

So far we have invested \$77,500 in the Vanguard Total Stock Market Index Fund (VTSAX) and \$5,000 from the bequest from the Himes estate in the same fund. As of December 31, 2010, our holding was worth \$113,328.12, compared to \$96,650.32 last year, \$75,024.39 two years ago, \$119,064 the year before that, and \$113,732 at this time five years ago. The current balance reflects a reasonable recovery following massive losses in the market, so that now our value is again more than our original investment and nearly up to our 2006 level, but still far short of the 2007 high. The Himes fund (VTSAX), which was invested at the top of the market and had declined from the \$5,000 initial investment to as low as \$3,324 is now at greater than \$5247.70. In December 2007, the fund had reached its highest value of \$6,175.55, but its current value (as of September 2010) is a substantial recovery from its value last year of \$4703.70 and its 2008 value of \$3,888.27.

The constitution requires we maintain a reserve fund equal to 1/3 of our operating budget. Currently that minimum is slightly under \$28,000.

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# Southern Sociological Society

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## Membership and Annual Meeting Statistics

Obviously a report on the Annual Meeting will have to be tentative and will be constantly changing. The same is true of membership data, as the Annual Meeting is a major source of new members and a motivator for existing members to pay their dues. As of 7 p.m. on April 8, our membership consisted of 1142 members, of which 522 are regular members, 476 are student members, 141 are emeritus members, and 3 are associate members, and we have collected approximately \$43394.00 in dues net of credit card fees. This compares with last year on April 23 (also the evening before the Business Meeting) when we had 539 regular members, 435 student members, 132 emeritus members, and 4 associate members and we had collected approximately \$43,447 in dues net of credit card fees. At the end of our 2009-2010 membership year, we had 1124 regular members.

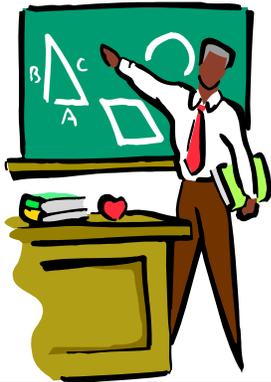
Year	Registered	Registration
2010-11	726	\$32,534
2009-10	708	\$36,274
2008-09	833	\$37,792
2007-08	607	\$21,699
2006-07	565	\$18,262
2005-06	535	\$16,783
2004-05	506	\$20,311
2003-04	522	\$20,551
2002-03	537	\$22,120
2001-02	357	\$19,725
2000-01	325	\$11,660
1999-00	459	\$19,005
1998-99	353	\$12,650
1997-98	489	\$21,095
1996-97	538	\$17,755
1995-96	346	\$10,560
1994-95	439	\$11,295
1993-94	427	\$11,760

At the end of the meetings we had pre-registered 726 conference attendees. This included 334 regular members, 364 student members, 3 associate members, 11 emeritus members, and 14 non-members.

At the end of the 2009-2010 meeting in Atlanta we had registered a total registration of 708 members.

### Job Link

Starting in 2009, the SSS instituted a Job Link whereby Departments and other institutions could advertise positions on our website for \$100 an advertisement. As of March 3, we had received 20 job advertisements this year (generating \$2000 net of credit card fees), which is more than twice as many as last year. This number is especially remarkable giving the poor job market. We are pleased with this success, given that we have still made no real attempts to advertise this program.



# The Teaching Corner



**Amie Hess**

**Meredith College**

**Chair, Committee on Sociology in Community and Small Colleges**

## **Committee Members**

Chair: Amie Hess, Meredith College, [hessamie@meredith.edu](mailto:hessamie@meredith.edu)

Siti Kusujarti, Warren Wilson College, [skusuji@warren-wilson.edu](mailto:skusuji@warren-wilson.edu)

Christine Wernet, University of South Carolina Aiken, [christinew@usca.edu](mailto:christinew@usca.edu)

Sandra Godwin, Georgia College and State University, [Sandra.godwin@gcsu.edu](mailto:Sandra.godwin@gcsu.edu)

Jennie Weil, Winthrop College, [weiljh@winthrop.edu](mailto:weiljh@winthrop.edu)

Sandra Weissinger, Southern University of New Orleans, [sweissinger@suno.edu](mailto:sweissinger@suno.edu)

## **Work of the Committee**

*The Teaching Sociology Mini-Conference:* The Committee on Sociology in Community and Small Colleges (CSCSC) would like to thank all who helped to make one of our new initiatives, The Teaching Sociology Mini-Conference, at this year's annual meeting a great success. The Teaching Sociology Mini-Conference included six sessions and involved two co-sponsoring organizations, Sociologists for Women in Society-South (SWS-S) and the ASA Department Resources Group. The Mini-Conference included sessions on working in small and community colleges, experiential learning, teaching with technology, teaching through film, as well as assessing the undergraduate major. The sessions were well attended (attendance ranged between 15 and 30 per session), with lots of lively dialogue both during and after the sessions! We hope to begin a new tradition by continuing a mini-conference of teaching-focused sessions next spring in New Orleans. If you have any suggestions for session topics, or are part of an SSS organization that would like to co-sponsor a session please email me ([hessamie@meredith.edu](mailto:hessamie@meredith.edu)) or any other committee member.

# The Teaching Corner

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## Annual Small and Community Colleges Networking Dinner:

In addition to a very successful set of teaching-oriented conference sessions, the Committee



hosted its annual dinner out event for faculty and students working in or interested in working in small or community colleges. We had about 20 in attendance at this year's dinner, held at Koja Sushi—the same venue as the student reception.

*Mentoring Program:* We also began a mentoring program to match new attendees to the meetings who were particularly interested in connecting with more experienced faculty. We modeled this program on the very successful SWS-S Southern Hand program. We facilitated six matches. We are exploring the possibility of partnering with the Southern Hand program, as SWS-S has expanded Southern Hand into a more general mentoring program.

As always, the Committee welcomes all ideas to increase the presence of small and community colleges' faculty and students in the SSS. The CSCSC has also begun an effort to increase the focus on and support for undergraduate education and educators at the annual SSS meetings. Please send ideas to me ([hessamie@meredith.edu](mailto:hessamie@meredith.edu)) or any committee member.

## Teaching Exercise

### *Using Google Forms to create an online survey*

This exercise is one part of a semester long project in which students in a research methods class conceptualized, created, conducted, and then analyzed a large-scale survey of fellow undergraduate students at a small college.

#### **Goal:**

Using a Google Form to create and disseminate a survey allows students to see the fruits of their survey construction efforts in a cost-effective, efficient, and technologically savvy way. Conducting an online survey certainly has many drawbacks, which were extensively discussed in-class and in final papers; online surveys also have many benefits which will be elaborated below.

#### **Materials Needed:**

Access to Google Documents (available to anyone with a gmail account including both personal and educational accounts)

A list of survey questions

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# The Teaching Corner

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Internet access among the target sample

**Procedures:**

Create list of survey questions and responses. I had the research methods class do this via a series of steps. The survey was a semester-long class project. The class collectively selected a topic, made a list of concepts that they wanted to know

about, conceptualized the concepts, then operationalized the concepts, wrote pilot survey questions, piloted the questions, then revised the survey questions for the final survey.

For the Google document that will serve as your online survey instrument, you will need the final wording of the survey question and the response choices.

Create a form in Google Documents.

Along the top left corner of your gmail account page is a list of tabs. Choose documents. This action will open Google Docs in a new internet tab. From here, you will actually need to create your document.

To create the form use the pull down menu in the upper-left corner. Choose form in the pull-down menu. The form will open in a new tab. Title and save your form.

Enter survey questions and responses.

There are several different types of questions which allow for different answer categories:

- **Text questions** allow a respondent to type in a very short open-ended response. We used this format for a question asking the respondents' age.
- **Paragraph text** questions allow for a longer format open-ended response.
- **Multiple choice** questions allow for a traditional multiple choice survey response question. Respondents can only make one answer choice.
- **Checkbox** questions allow respondents to choose multiple answer choices.
- **Choose from a list** questions create a pull-down menu of answer choices.
- **Scale** questions allow respondents to rate their opinion/attitude/level of agreement/etc. on a scale from 1 to up to 10. You set the answer parameters for 1 and your upper limit.

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# The Teaching Corner

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- **Grid** questions allow you to create matrix questions. These can be tricky to format, and respondents can only choose one answer per column.

The form will open onto your first question. Type the text of the survey question in the box, "Question Title." You then select which type of question from the pull-down menu under question type. Then

type your answer choices into the boxes below. For multiple choice questions, type in one answer choice per line. Hit return after you have typed in one answer choice to get a new text box. Once you have typed in all your answer choices hit done.

To add additional questions there is an Add Item tab in the top left corner. Select your question type from the pull-down menu (it can be changed at any point while you are in editing mode) and enter a new question.

Continue this step until you have entered all your survey items. Don't forget to save (upper right corner).

Choose a theme.

From the menu (Choose a Theme in the upper-left corner) choose a theme.

Review your survey online.

To get out of editing mode, click on "spreadsheet" in the See Responses pull-down menu in the upper-right-hand corner. (Or you can do this action through your Google documents page by clicking on the form.) This action takes you to the spreadsheet, which is how your data will be displayed once you take the survey live. Under the Form tab, click on "go to live form" to see what the survey looks like online.

Make edits.

To continue editing the survey, chose "edit form" from the Form pull-down menu in the document spreadsheet view.

Take the survey live!

Make the weblink public. I changed our survey link using tiny url ([tinyurl.com](http://tinyurl.com)) into something more user friendly ([www.tinyurl.com/meredithdrugsurvey](http://www.tinyurl.com/meredithdrugsurvey)) rather than using the long Google link.

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# The Teaching Corner

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See the results.

One of the wonderful things about doing a survey through Google forms is that the data will be reported into a Google spreadsheet, which is easily exported into Excel, making it easy for students to do basic statistics. I had my students run frequency distributions and cross tabulations.

## Observations:

The students found the survey project extremely gratifying. They had a real sense of accomplishment in that they moved a project all the way from the conceptualization to the data analysis stage. Our class received feedback from students across campus that the survey looked professional and was easy to take. Though our survey was fairly long (about 60 items, including two matrix questions), we had over a quarter of the undergrads on campus take the survey. For our campus this was an extremely high response rate. Informal feedback attributed this rate to the sophistication of the survey instrument.

I chose not to allow the students in the class access to the Google form. There are several different privacy settings for the form itself: private only to you (default setting), password access, and public. You can allow the students to edit the form, but I was worried about having too many cooks in the kitchen, so to speak. But this limitation did make a lot more work for me, as I had to take their written survey questions and retype them into the Google form.

Once the online survey period was complete, I disabled the web link and exported the data into Excel. I then made the Excel document available to the students for data analysis.

Overall, I think that using Google forms to conduct an online survey was incredibly practical and gratifying for the students.

## *Websites for Teaching about Sociological Issues*

### ***Another fun Google.edu teaching tool***

Google Sites: <http://www.sites.google.com> (best to access through google.edu account)

Google sites allows users to create a webpage. The page can be kept private, open to select users, open to all in a school community, or totally public. As a teaching tool, Google sites have tremendous utility as an interactive online classroom space for individual classes. You can use a site to store shared documents, display student work, and promote upcoming events. Sites are easy to set up, very customizable, and you can play around with tons of third-party apps (some very education-related, some very not).

**See also: 7 Things You Should Know About...Google Apps** <http://net.educause.edu/ir/library/pdf/ELI7035.pdf>

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# The Teaching Corner

(Continued from page 18)



## Faculty Spotlight

**Denise L. Bissler**  
**Randolph-Macon College**

This year the CSCSC says goodbye to our chair, Denise Bissler. Denise has chaired the Committee since 2008, taking over immediately after the Richmond meetings. Though she is leaving the CSCSC, Denise will remain very involved in the SSS as she is currently serving in her second year on the Executive Committee.

Denise is finishing her eight year at Randolph-Macon College in Ashland, Virginia. Denise's teaching focuses primarily in the areas of social order and control. She teaches courses on criminology, social problems, deviant behavior, juvenile delinquency, crime and the media, and a team taught course on foundations of sociology and anthropology. One of her recent favorite courses is one she developed on serial killing, called "A Time to Kill, and Kill Again."

Denise is also the Co-Advisor to the Macon Peer Response program. This is a peer-based program in which peers respond to students who have been sexually assaulted. Through the Macon Peer Response program, Denise is very involved with campus sexual assault awareness programming such as Red Zone programming and Take Back the Night. She is also on the Sexual Assault and Relationship Violence Committee—a college committee composed of staff, faculty, administrators, and students. She also holds appoints to the Judicial Board, and is Acting Chair of the College Life Committee.

In addition to her teaching and committee commitments, Denise maintains an active research agenda. She is part of team looking at what affects adjustment to incarceration among juveniles. Her research focuses on the level and type of infractions committed by juveniles while incarcerated. She is co-editor of a volume looking at crime and the media. The volume will hopefully be out in Spring 2012. In addition to Denise, a number of other SSS members have contributed chapters.

Thank you to Denise for her fantastic stewardship of the Committee on Sociology in Community and Small Colleges. Her leadership will be missed—but she has promised to come to the networking dinner next year in New Orleans!

# The Teaching Corner

## Carolina Undergraduate Social Science Symposium Award Winners



Keith G. Richard (above left), Coastal Carolina University, received the first place award in the student paper competition from South Carolina Sociological Association President Vinetta Witt for his paper "Problem Solving and Functional Fixedness: A Comparison Between Eco-Reps and Non Eco-Reps." Karen Maddy Richardson (above right), Francis Marion University, with Vinetta Witt and Francis Marion University professors Lisa Eargle and Rusty Ward, won second place in the student paper competition for her paper "The Influences of Education, Income, Marital Status and Stress Upon Health Lifestyles."



Kerisha Randolph, Newberry College, won first place for her poster "Factors that Influence Students' Political Interest." Jessie Swain, Newberry College, received the second place award for her poster "Effects of Gender on How Tattoos Are Perceived." Vinetta Witt presented both awards.



# Demographic Transitions

**Laura Bost** and **James Maples**, SSS Webmaster, announce the birth of their daughter Josephine Sarah Maples who was born April 8 at 7:15 p.m. (during the SSS presidential reception). Josephine weighed 5 pounds and 6 ounces and was 19 1/2 inches long. She is named after two of her great-grandmothers. Mom, baby, and Dad are happy and healthy.



# Opportunities

## **Research in the Sociology of Work: Networks, Employment, and Inequality Solicits submissions**

**Research in the Sociology of Work: Networks, Employment, and Inequality** solicits submissions for the 24th volume in the series. The guest editor (Steve McDonald) encourages a broad range of research that examines social network connections among and between workers, firms, and subsets of firms. Of particular interest are studies that explore the role of networks in generating, sustaining, and ameliorating social inequalities. Submissions may be quantitative, qualitative, or mixed methods. Interested scholars should submit an extended abstract to [steve\\_mcdonald@ncsu.edu](mailto:steve_mcdonald@ncsu.edu) by July 31, 2011. For more details visit [http://www4.ncsu.edu/~sjmcdona/rsw\\_volume.html](http://www4.ncsu.edu/~sjmcdona/rsw_volume.html).

Open  
to  
all  
sociologists  
and  
demographers  
in  
the  
southern  
region  
of  
the  
country  
or  
world

## Southern Demographic Association Call for Papers

**October 19-21, 2011  
Doubletree Hotel  
Tallahassee, Florida**

You are invited to submit abstracts for posters and/or completed papers for the 2011 annual meeting of the Southern Demographic Association (SDA). You are also invited to suggest topics for panels and poster sessions.

### The Meeting

For the first time since 1980, the SDA conference will return to Tallahassee, with the local arrangements organized by demographers from Florida State University. The 2011 conference will also return to the previous custom of holding the opening reception on a Wednesday, and conducting the two main days of scientific sections on Thursday and Friday. All submissions will be through the SDA web site. For emerging details, please check <http://sda-demography.org/>. Presentations of research in both applied and academic sociology are welcome as are related topics in economics, sociology, geography, political science, public health, epidemiology, and psychology. Though SDA is known for regional emphasis and membership, it encourages the membership and participation of individuals from any region of the country or world.



### The Program

The structure of presentations is flexible; potential contributors are encouraged to not only send abstracts for individual research papers, but also for posters, complete sessions, thematic sessions, panel discussions, software demonstrations, and more! Please email Bob Freymeyer ([rhfreym@presby.edu](mailto:rhfreym@presby.edu)), 2011 program chair, if you have any questions regarding a potential submission. Presentations by (or coauthored with) students are especially welcome; they can offer a student a significant first professional meeting experience.

**ALL SUBMISSIONS SHOULD BE ROUTED THROUGH THE SDA WEB SITE TO RECEIVE PROPER CONSIDERATION!**

**Deadline: June 15, 2011**

**Submit here:** <http://sda-demography.org/SDA2011.php>

### The Awards

- Everett S. Lee Outstanding Graduate Student Paper Award [http://sdademography.org/sda\\_lee\\_award.php](http://sdademography.org/sda_lee_award.php)
- Outstanding Undergraduate Paper Award [http://sdademography.org/sda\\_undergrad\\_award.php](http://sdademography.org/sda_undergrad_award.php)
- E. Walter Terrie Award for State and Local Demography [http://sdademography.org/sda\\_terrie\\_award.php](http://sdademography.org/sda_terrie_award.php)
- For award consideration, paper must have been submitted through regular program channels *and* also to special award addresses detailed on the SDA Website.



## The Benjamin L. Hooks Institute for Social Change Book Award

The Benjamin L. Hooks Institute for Social Change at the University of Memphis is soliciting nominations for its Book Award, which will recognize the book published in 2011 that best furthers understanding of the American Civil Rights Movement and its legacy. The recipient of the award will receive \$1,000 and an invitation to deliver an address in the Hooks Institute Lecture Series during the 2012-2013 academic year.

For consideration, one copy of the book should be submitted, postmarked by December 1, 2011, to Book Award Nomination, The Benjamin L. Hooks Institute for Social Change, 107 Scates Hall, The University of Memphis, Memphis, Tennessee 38152-3530. Only non-fiction books originally published in 2011 will be eligible for submission.

Finalists will be asked to submit additional copies to a panel of judges representing various disciplines and academic institutions in Memphis.

For questions or comments, please contact Book Award Committee Chair Aram Goudsouzian, Associate Professor in the University of Memphis Department of History by phone at 901-678-2520 or via email at [agoudszn@memphis.edu](mailto:agoudszn@memphis.edu).

In 1996, University of Memphis officials received approval from the Tennessee Board of Regents to create the Benjamin L. Hooks Institute for Social Change. The Institute is dedicated to *Teaching, Studying, and Promoting Civil Rights and Social Change*. Hooks Institute archives include Dr. Hooks's personal papers, which are housed in the Mississippi Valley Collection in the University's McWherter Library.

### SSS JOB LINK

Are you looking for a job? Check out the Southern Sociological Society's Job Link at <http://southernsociologicalsociety.org/joblist.html>. Jobs are listed both alphabetically by institution and geographically by state. Departments and other organizations can also advertise their positions on our Job Link. The cost for advertising on the job link is \$100, and your ad will remain on the site until you ask to remove it. For additional information on advertising on the job link, please see the SSS website at <http://southernsociologicalsociety.org/joblist.html> or contact the Electronic Communications Coordinator, James Maples, via phone at 865-974-2620 or via email at [webmaster@southernsociologicalsociety.org](mailto:webmaster@southernsociologicalsociety.org).

# Member News

## Maxine Atkinson Wins National Teaching Award

Dr. Maxine Atkinson, head of the Department of Sociology and Anthropology at North Carolina State University, has won the American Sociology Association's 2011 Distinguished Contributions to Teaching Award. She will be honored at the association's annual meeting in August.

Atkinson won a 2009 Award for Excellence in Teaching from the UNC Board of Governors.

A member of the NC State faculty since 1980, Atkinson has done extensive research on the scholarship of teaching and learning. She is serving as co-chair of the Undergraduate Student Success task force for the university's strategic planning process. She has advised 600 undergraduates and served on more than 50 thesis and dissertation panels.

Her research also examines the sociology of the family and gender, with a focus on the economic relationship between spouses, and aging—particularly the relationship between adult children and their parents.

(from: <http://chassnews.blogspot.com/2011/01/maxine-atkinson-wins-national-teaching.html>)



Send your comments, suggestions, or materials for *The Southern Sociologist* to the editor Bob Freymeyer [rhfreym@presby.edu](mailto:rhfreym@presby.edu).

The logo for The Southern Sociologist, consisting of the letters 'T', 'S', and 's' in a stylized, blue, sans-serif font. The 'T' is the largest and is positioned at the top left. The 'S' is to its right and slightly below. The 's' is the smallest and is positioned at the bottom right, overlapping the 'S'.

## Body Piercing and Identity Construction

A Comparative Perspective - New York, New Orleans, Wroclaw  
Lisiunia A. Romanienko

Palgrave Macmillan, January 2011

ISBN: 978-0-230-11032-8, ISBN10: 0-230-11032-0,

<http://us.macmillan.com/bodypiercingandidentityconstruction>

### Summary

A theoretical exploration of piercing and other forms of body modification that urban communities of defiance use to express their identity, this analysis demonstrates the socioeconomic, political, and sexual conditions that give rise to these unique mechanisms of discursive dissent. Romanienko also describes the resources available that contribute to its popularity, the disenchantment with modernity and conventional methods of political engagement that compels defiant communities to choose these particular forms of embodied defiance, as well as the profound socioeconomic and political challenges solidifying embodied militancy for the immediate future. She argues that body politics (and piercing more specifically) is a modern response to the failures of nonprofit sector in the struggle for authenticity and global solidarity with the disenfranchised, particularly in developing cultural contexts. Extracts of the manuscript have received awards from the Society for the

Study of Social Problems and the Mid-South Sociological Association.

### About the Author

**Lisiunia A. Romanienko** is currently the Hedwig Katschinka Research Fellow of the Inter-University Research Centre for Technology, Work, and Culture at Graz University of Technology, Austria. She received her BA from Rutgers University, MS from the New School for Social Research, and her PhD from Wroclaw University, Poland. She has conducted research and advocated on behalf of the ethnic poor throughout the United States and Eastern Europe and is active as an applied sociologist who has held a variety of institutional appointments and research projects spanning five continents. This book represents the culmination of a longitudinal research project focusing on contemporary youth in transitional contexts, and was awarded a Ministry of National Education Grant from the Republic of Poland, as well as a dissertation research grant from the Kosciuszko Foundation. Her studies focus on barriers that hinder social, cultural, and economic development and have been published in *Women in Management Review*, *Journal of Interdisciplinary Economics*, *International Review of Social History*, the *UNESCO Observatory on Multidisciplinary Research in the Arts*, the *International Encyclopedia of Civil Society*, and *Museum Management and Curatorship* (forthcoming).

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# THE SOUTHERN SOCIOLOGICAL SOCIETY

<http://www.southernsociologicalsociety.org/>

The Southern Sociological Society (SSS) is a non-profit organization that seeks to promote the development of sociology as a profession and scientific discipline by the maintenance of high academic professional and ethical standards and by encouraging:

- (a) effective teaching of sociology;
- (b) valid and reliable methods of research in the study of human society;
- (c) diffusion of sociological knowledge and its application to societal problems;
- (d) cooperation with related disciplines and groups;
- (e) recruitment and training of sociologists; and
- (f) development of sociology programs in educational and other agencies.

Members receive *Social Forces* and online access to *The Southern Sociologist* and to a membership directory. An annual meeting is held in the spring, usually mid-April. Membership is open to any person who can assist in promoting the objectives of the society. Persons wishing to join SSS may send dues directly

to the Secretary-Treasurer. Please include your first middle and last name, address, phone number, where employed, and gender. For statistical purposes, we also ask you to include your race and/or ethnic group and three areas of specialty.

The membership year is July 1 through June 30. Membership classes, annual charges and dues are:

Regular .....	60.00
Emeritus	
with <i>Social Forces</i> .....	30.00
without <i>Social Forces</i> .....	no cost
Associate (non-voting) .....	58.00
Student .....	25.00

Dues, subscriptions, membership inquiries and address changes should be addressed to:

Dr. Stephanie Bohon  
Secretary-Treasurer  
PO Box 16239  
University of Tennessee  
Knoxville TN 37996  
To pay online go to

<https://www.cart.southernsociologicalsociety.org/>

## THE SOUTHERN SOCIOLOGIST

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*The Southern Sociologist* (TSS) is the official publication of the Southern Sociological Society. It is typically published electronically four times a year in the months of May, September, January, and March. The purpose of TSS is to report the news, announcements, and information of interest to the profession and to serve as a medium of communication for the SSS membership on issues affecting the profession.

## INFORMATION WANTED. . .CONTRIBUTE TO TSS

To bring you the news, I need your news! Please send any news of your department and/or colleagues for possible publication in TSS. Articles pertaining to the state of the profession or the discipline are also welcome. To appear in the next issue, submissions must be received by the deadline below.

In addition to news and other information, I am also interested in any thoughts you may wish to suggest regarding the format and/or content of TSS.

### TSS

The editor reserves the right to publish or not to publish any submission. Also, there may be times when submissions need to be edited. This will be done where appropriate, but in no case will the substance of any submission be changed without the prior consent of the author.

**Next Issue Deadline: August 15, 2011**